I hope you were able to visit the SAEA display at the AAEA meeting’s centennial celebration. I thank Al Wysocki for his work on that display. It not only showed how SAEA members are active in AAEA, but also provided a history on why the SAEA was formed. Nice job, Al. At the Association Roundtable, Hector Zapata and I were able to keep quiet when many of the associations were talking about financial problems for their journals. Fortunately, the Association is in fine financial standing with the Journal of Agricultural and Applied Economics.

It is hard to believe that various deadlines for the SAEA meetings in Corpus Christi, Texas, Feb. 5-8, 2011 are approaching. The submission deadline for selected papers and posters is September 17. I encourage you to submit your work for presentation. Our meetings will be held at the Omni Tower Hotel, 707 N. Shoreline Blvd., 361-887-1600. You can make reservations by calling 1-800-843-6664 and mentioning the SAAS meetings. The deadline for the group rate is 5pm on January 21.

The Newsletter has directions on the new voting procedures for President-Elect and Director. Albert Allen, Mississippi State University, and Parr Rosson, Texas A&M University, are running for President-Elect. Olga Isengildina-Massa, Clemson University, and Marco Palma, Texas A&M University, are running for the Director position. These are excellent candidates and I encourage you to read their personal narratives and thoughts on the SAEA in this Newsletter.

The SAEA meetings are a great way for undergraduates to become involved through the Quiz Bowl. It is fun for all involved and the students learn a lot. The Association puts quite a bit of money into making it a special time for the students by hosting a party and subsidizing their travel. This makes it a great opportunity for departments to recruit outstanding graduate students, too. Departments should consider participating in the Recruitment Fair so that they have privileged access to some outstanding candidates. It only costs $100 and the form is available in this Newsletter.

The awards ceremony is a very special time at the meetings, so I encourage you to nominate your exceptional colleagues for the appropriate awards. We have continued to streamline the nomination and evaluation process to make it easier on nominees, nominators, and evaluators. Please help us by submitting your nominations by the September 17 deadline.

I know that it is only September, but we are thinking about membership renewal for 2011. You can renew your SAEA membership through the AAEA (when you renew that membership). However, renewing your SAEA membership through AAEA costs our Association (about $3 per person). I encourage you to renew your membership directly through the SAEA so that we save that money for our Association’s objectives and activities.

Finally, as always, I want to thank everyone who makes the SAEA succeed in its support of the profession. Committee members, officers, reviewers, and others are what make this Association great; I appreciate your effort. I especially want to thank Jeff Jordan and Wojciech Florkowski for their excellent service as Treasurer and Secretary, respectively.

Thanks and I look forward to seeing you in Corpus Christi.

Mike Reed, SAEA President
Undergraduates and Student Advisors!

Please mark your calendars and start your plans for Corpus Christi! Once again, the Student Section of the SAEA will be coordinating the Academic Quiz Bowl competition, and we are hoping for a record turn-out of schools and student participants.

We are again planning on hosting a graduate program Recruitment Fair which provided graduate program coordinators an opportunity to meet, greet and recruit Quiz Bowl participants for their respective departments.

If you have any questions about these plans, please contact Dr. Michael J. Best, Student Section Faculty Advisor, Tennessee Technological University, P.O. Box 5034, Cookeville, TN 38505-0001, Phone 931-372-3154, Fax 931-372-3899. Travel grants are available for students participating in Quiz Bowl. Details will be provided.

Attention Department Chairs, Heads and Graduate Program Coordinators! The organizers of the Undergraduate Academic Quiz Bowl, with the support of the SAEA Executive Committee, will host a Graduate Program Recruiting Fair in association with the 2011 Academic Quiz Bowl tournament in Corpus Christi, Texas. Refreshments and a sitting area will be set up in the foyer next to the Quiz Bowl tournament room. Departments setting up displays and recruiting at this event will be charged a registration fee to support the cost of refreshments. In 2010 about 80 undergraduates in the Quiz Bowl and many of them are interested in attending graduate school. This will be an excellent opportunity to recruit from a captured audience – every student will be competing on Sunday and Monday, and many will be available between matches to talk to faculty about graduate programs. Contact: Michael J. Best, Ph.D., College of Agriculture and Human Sciences, Tennessee Technological University, P.O. Box 5034, Cookeville, TN 38505; phone: 931-372-3154, fax: 931-372-3899, Email: mbest@tntech.edu

(Graduate Program Recruitment Fair Registration Form can be found in this Newsletter or accessed on the Annual Meeting information page at www.saea.org).

Student Reception on Monday night!! All graduate and undergraduate students are invited to the reception on Monday night, February 7, 2011. The reception will follow the Business Meeting and will start at 7pm. The student reception will be on Monday aboard the Royal Princess II Yacht. The two-hour charter will be in the Corpus Christie Bay and will include food and drink. All department representatives participating in Recruitment Fair are also invited.
The SAEA Executive Committee on behalf of SAEA members would like to thank the following volunteers who are serving on SAEA committees:

**Selected Paper Submissions Chair:** Albert Allen, Jr. and Ken Hood, Mississippi State University

**Lifetime Achievement Award Committee:** Michael Woods (2011), Oklahoma State University; Oral “Jug” Capps (2012), Texas A&M University; Michael Wetzstein (2013), University of Georgia

**SAEA Distinguished Extension Program Award Committee:** Deacue Fields (2011), Auburn University; Luis Ribera (2012), Texas A&M University; John Van Sickle (2013), University of Florida

**SAEA Outstanding Teaching of a Course Award Committee:** Keith Coble (2011), Mississippi State University; T. Randall Fortenbery (2012), University of Wisconsin; Ani Katchova (2013), University of Kentucky

**Master’s Thesis Award Committee:** Michael Wetzstein (2011), University of Georgia; Mohammed Ibrahim (2012), Fort Valley State University; Ellene Kebede (2013), Tuskegee University

**Ph.D. Dissertation Award Committee:** Jayson Lusk (2011), Oklahoma State University; Daniel R. Petrolia (2012), Mississippi State University; Steven T. Yen (2013), University of Tennessee

**Poster Committee:** David Anderson (2011), Texas A&M University; Swagata “Ban” Banerjee (2012), Alabama A&M University; Kenrett Y. Jefferson Moore (2013), North Carolina A&T University

**Undergraduate Committee:** Michael Best, Tennessee Tech University, Chair; Kurt Stephenson and Dixie Reaves, Virginia Tech; Bailey Norwood and Derrell Peel, Oklahoma State University; Lal Almas, West Texas A&M University; Joey Mehlhorn, University of Tennessee at Martin; Ernie Bazen, University of Tennessee at Knoxville; Corey Miller and Doug Freeze, Mississippi State University; Kenrett Jefferson Moore and Godfrey Ejimakor, North Carolina A&T State University; Jennie Popp, University of Arkansas

**Nominating Committee:** Past-President, Hector Zapata, Louisiana State University; President, Mike Reed, University of Kentucky; President-Elect, Darren Hudson, Texas Tech; H.L. Goodwin, University of Arkansas; Damona Doye, Oklahoma State University

**Social Planner for 2011 Meetings:** Jeff Jordan, University of Georgia

**IT/AV Committee for 2011 Meetings:** Larry Falconer, Texas A&M University

**JAAE Editors:** Mary Marchant and Darrell Bosch, Virginia Polytechnic Institute (since July 1, 2010)

**JAAE Editorial Council:** Barry K. Goodwin, North Carolina State University; Sumeet Gulati, University of British Columbia; R. Wes Harrison, Louisiana State University A&M College; Mark Henry, Clemson University; Jeffrey L. Jordan, University of Georgia; Carl Johan Lagerkvist, Swedish University of Agricultural Sciences; Sergio Lence, Iowa State University; William Liefert, Economic Research Service, USDA; Jayson Lusk, Oklahoma State University; Kenneth H. Matthews, Jr., Economic Research Service, USDA; Gopinath Munisamy, Oregon State University; David Pannell, University of Western Australia; James W. Richardson, Texas A&M University; Roland Roberts, University of Tennessee; Jutta Roosen, Technische Universitaet Muenchen; Jason Shogren, Iowa State University.
Albert J. “Chico” Allen is Professor of Agricultural Economics in the Department of Agricultural Economics at Mississippi State University. Allen holds a Ph.D. degree in Agricultural Economics (with a minor in Statistics) and a M.S. degree in Agricultural Economics from Mississippi State University, and a B.S. degree in Agricultural Education from Alcorn State University. He has been a faculty member at Mississippi State University since December 1, 1977.

Research: Allen’s research areas include grain marketing, agricultural and rural transportation, and international marketing. He has served as the major advisor for 34 graduate students including 15 Ph.D. students, 6 M.S. students, and 3 MABM students during his tenure at Mississippi State University. He is the author/co-author of 218 publications that include, but not limited to, refereed journal articles, proceedings, and research reports. He is the author/co-author of 242 papers presented at various scientific and professional organizations in the United States and abroad such as Bulgaria and Azerbaijan. He has been the PI/Co-PI of 36 externally funded grants, contracts, and fellowships totaling over $2 million for various research activities.

Teaching: Allen has taught the following undergraduate courses: Introduction to Agricultural Marketing; Introduction to Quantitative Economics; Introduction to Agricultural Commodity Marketing; Commodity Futures Marketing; Transportation and Distribution Management in Agribusiness; Economics of Export/Import Traffic Management in Agriculture; and Principles of Agricultural Marketing. He currently teaches the undergraduate courses International Trade in Agriculture and Introduction to Food Marketing.

Professional Services: Allen has provided 57 service activities to professional societies and organizations that include, but not limited to the following:

Honors: Allen has received 140 awards, honors, and/or recognitions by numerous professional and scientific organizations that include, among others, as follows:
- Teaching Award of Merit, NACTA, 1990-1991; Annual Merit Awards, Youth Motivation Task Force, Stillman College, 1999-2003; Annual Achievement Awards, ACDI/VOCA, 2000-2002; Outstanding Young Man of America, 1982; Leadership Starkville, 1985-1986; AcademicKeys Who’s Who in Agriculture Higher Education, 2003; Outstanding Faculty Award for Outstanding Undergraduate Teacher, NAMA-Student Chapter, Department of Agricultural Economics, Mississippi State University, 2004-2005 and 2009-2010; Council of Minority Affairs, Achievement Awards, Mississippi State University, 2005, and 2008, and 2009; Service/Achievement/Appreciation Awards, Columbus/Eta Upsilon Chapters of Kappa Alpha Psi Fraternity, Inc., various years; and a 2010 Legend at Mississippi State, Lambda Eta Chapter, Alpha Kappa Alpha Sorority, Inc., Mississippi State University.

Plans/Changes/New Initiatives for SAEA: Based on my experiences with SAEA, I find that the leadership of SAEA has done an exemplary job of meeting the demands and preferences of its highly diversified membership. Therefore, I will like to continue this exemplary job by working very closely with the SAEA Executive Committee to gauge what plans/changes/new initiatives, if any, need to be implemented for the continued success of our membership in an ever increasingly, globally competitive market environment. Based on this assessment, I will develop the appropriate ways and means to achieve the goals and objectives of SAEA with input from our SAEA membership and the Executive Committee. Specifically I would like to bring forth the following plans/changes/new initiatives to assist in that process by: (1) increasing the number of extension and teaching submissions for our annual meetings and our journal by...
encouraging them to develop activities that include pre/post conference and educational tours. To me this will enhance the visibility of our SAEA members who have primarily teaching and extension appointments at their respective institutions; (2) developing an avenue or mechanism to enhance the participation of the “non-research institutions” by setting up regional coordinators (for example in the South and so on) with the regional coordinators selecting or appointing state coordinators in each state in our region to encourage our colleagues at those institutions to increase their participation at our annual meetings and journal submissions. I do believe with this kind of arrangement our non-research institution participation will be enhanced; (3) reviewing and evaluating the various activities of our current committees that we have to determine whether those activities of the committees are meeting the goals and preferences of our SAEA membership. As might be expected activities of committees that we have formed in past years may not be relevant in our current membership environment. Thus, this process will provide an opportunity for the committees to enhance, modify, or eliminate certain activities that are deemed not meeting the demands or preferences of the SAEA membership; and (4) developing relationships with the SWEA, AEF, other regional and national associations, and perhaps, international associations to enhance our marketability and theirs.
SAEA PRESIDENT-ELECT NOMINATIONS (continued)

**Parr Rosson** is Professor and Director of the Center for North American Studies in the Department of Agricultural Economics, Texas AgriLife Extension Service at Texas A&M University. Rosson received his Ph.D. and M.S. in Agricultural Economics and B.S. in Agronomy, all from Texas A&M University. He was as at Clemson University from 1982-89.

**Extension:** Rosson’s Extension programs focus on international trade, trade policy and international marketing. Rosson has conducted more than 250 Extension and other related presentations during his career. Rosson conducted Extension programs in Iraq from 2005-07. Most recently, he has been involved with efforts to educate the public about export opportunities for U.S. agriculture in Cuba, Central America and emerging markets. Much of this recent work has been provided to U.S. Congress.

**Research:** Rosson conducts applied research to support his Extension programs. He has authored or co-authored more than 30 journal articles, 13 book chapters, 77 published abstracts and 120 other Extension and Research publications. He has co-authored four editions of the textbook, *An Introduction to Agricultural Economics*, published by Prentice Hall. Rosson has acquired $7.0 million in grants and contracts to support his Extension and Research programs.

**Teaching:** Rosson teaches two upper-level undergraduate courses, International Trade and Agriculture, and International Agribusiness Marketing. He has also mentored numerous graduate students and presently has 2 masters and 2 Ph.D. students. He teaches two graduate courses at Universidad del Valle de Guatemala in Applied Economics and Business Administration. He co-directs the joint masters program there as well.

**Service:** Rosson has served on the Grains, Feed and Oilseeds Agricultural Trade Advisory Committee for 10 years, which is jointly appointed by the U.S. Secretary of Agriculture and the U.S. Trade Representative. Rosson is chair of the Southern Region Research Committee on the Economic Impacts of International Trade and Domestic Policies on Southern Agriculture. He also serves as the Education Coordinator for the Texas-Cuba Trade Alliance and has co-chaired the Agribusiness Committee of the Border Trade Alliance.

**Awards:** Vice Chancellor’s Award in Excellence, Team Research (2008, 1996 and 1992); Distinguished Professional Contribution-Extension Programs, Southern Agricultural Economics Association (1995); Distinguished Achievement Award-Extension, Association of Former Students, Texas A&M University (1997); Award for Superior Service, Texas Agricultural Extension Service (1993).

**Vision for SAEA:** *Increase SAEA membership among non-academic professionals.* Let’s face it, the huge majority of our graduates do not remain in academia. In fact, our undergraduates and masters never have, but now it seems that many of our PhDs are destined for non-academic positions. Budgets and demographics indicate that this trend will continue. For SAEA to maintain societal relevance, it’s crucial to elevate our visibility and programs to a non-academic professional audience. How might this be done? First, seek input, perhaps from a Non-academic Professional Council (NPC) composed of businesses, government, other professionals and academics. Second, listen to what they say. We’ve spent way too much time talking among ourselves-to no avail. It’s time we sought external input and heeded it. Finally, by acting on what we hear. Maybe we do some different things. Maybe we deliver our professional association programs to non-academic professionals differently than our tradition method-electronic media seem to have caught on with businesses, and they often favor it due to savings in travel and staff time. We’ve got to find out what people want and how they want it delivered. My hypothesis is that we are experiencing a major structural change in the profession, driven largely by declining budgets. We’ve had cycles in the past, this time it’s different. The price of inaction is irrelevance; irrelevance for the association and our profession.
Olga Isengildina, Assistant Professor, Department of Applied Economics and Statistics, Clemson University. Isengildina holds an M.S. and Ph.D. degrees in agricultural economics (1996 and 2000, respectively) from Mississippi State University. She has worked as a research scholar at the University of Illinois at Urbana Champaign from 2001 until joining the faculty of Clemson University in 2006.

Research: Primary research focus is on forecasting and forecast evaluation, risk management and modeling, commodity futures and options, marketing and demand analysis. Isengildina has authored and co-authored 15 refereed journal articles, 39 conference papers, 11 research reports, and 3 book chapters. Since joining Clemson’s faculty Isengildina has served as a principal or co-investigator on 11 studies which, to date; have generated $484,637 in external support. She has published in American Journal of Agricultural Economics, Applied Economics, Journal of Agricultural and Resource Economics, Journal of Agricultural and Applied Economics, Agribusiness: An International Journal, Journal of International Food and Agribusiness Marketing, and Journal of Cotton Science.

Teaching: During the past four years Isengildina taught the following courses: Futures and Options Markets (graduate), Commodity Futures (graduate and undergraduate), Commodity Price Analysis (graduate and undergraduate), and Principles of Advertising (undergraduate). She has chaired two Ph.D. committees and five masters committees and served as a member of eight additional graduate student committees.

SAEA Activities and Service: Member, moderator and presenter of selected papers and posters of the SAEA since 1998.

AAEA Activities and Service: Member, moderator and presenter of selected papers and posters of the AAEA since 1999, member AAEA/ Applied Risk Analysis Section.


At the end of your term, what changes/new initiatives would you like to have helped create?

One of my biggest concerns has been the shrinking size of our profession and our membership. With the membership numbers in steady decline, it is critical to be innovative, creative and proactive about it. I believe that SAEA needs to transition itself from a production focused organization to a more broadly based organization with interests that span all aspects of the food system and the varied methodologies used in the profession. As an Executive Council member, my focus would be on exploring and promoting non-traditional opportunities for Ag. Econ professionals with the goal of expanding the membership base and demonstrating new and exciting opportunities for current members. We should take advantage of the current strong interest in local food systems, food security and environmental sustainability issues and promote these topics through our meetings and our journal. As an organization we should expand outside academe and build stronger contacts with professional and industry groups and encourage their participation and dialog with our organization. We can increase the value of our membership by organizing workgroups of professionals with similar interests to improve communication and foster potential collaboration. During my tenure as an Executive Council Member, I would work toward these and other initiatives recommended by our membership.
Marco Palma is Assistant Professor and Extension Economist in the Department of Agricultural Economics at Texas A&M University. He holds a PhD in Agricultural Economics (2005), M.Sc. in Agricultural Economics (2002) and B.Sc. in Agribusiness (2000) from the University of Florida. Palma’s responsibilities involve statewide leadership and coordination for extension educational programs and applied research in horticultural marketing by providing technical expertise and educational program development for industry audiences, such as producers, packers, and shippers, wholesale and retail trade. His overall responsibilities require individual and team efforts to plan, develop, implement and evaluate curricula, extension education programs and applied research related to the strategic marketing, risk management and policy/trade issues facing horticultural and nursery industry clientele.

Research and Extension: Palma supports extension programming by conducting research related to the economics, management and marketing of horticultural crops, including fruits and vegetables, nursery and landscaping products and ornamentals. Dr. Palma’s research activities include assessing consumer preferences, trends and marketing of horticultural crops; size, scope and economic impacts of the horticultural industry; Food safety impacts on consumption of horticultural crops and associated losses to the industry; potential impacts of pests and diseases; international trade and other policy and regulations; immigration reform and impacts on labor costs and availability; and other relevant topics in marketing horticultural products. Palma has procured over $ 5.64 million in grants and contracts to support research and extension activities. He has served as a journal article reviewer for International Food and Agribusiness Management Review, HortScience, HortTechnology, Aquaculture Economics and Management.

SAEA Service: Chair, outstanding M.S. Thesis Award. Organizer, moderator, and discussant for organized symposia; presenter selected papers sessions at annual SAEA meetings, various years, 2005-2010.


At the end of your term, what changes/ new initiatives would you like to have helped create? In the past decade, our professional associations have seen a decline in membership and conference participation. The SAEA is not the exception, with a reduction of about 7.5 percent in the number of members last year. At the same time and thanks to the vision of past and current leaders we had the second highest total attendance since 2002 with 310 participants. Almost 45 percent of those participants were students. I believe I can contribute to encourage conference attendance and participation among undergraduate and graduate students and act as the bridge between senior faculty, junior faculty and graduate students who are the future of our organization. It is vital to create incentives for more members to participate and submit their work to our journal and continue to work with current leaders on other issues facing our association. I also want to be open and receptive to issues of interest of current and potential members.
VOTING PROCEDURES FOR SAEA 2010 OFFICER ELECTIONS

All members in good standing will receive an E-mail message with voting instructions by the end of September. All ballots must be POSTED between October 1 and October 31, 2010 to be counted.

If you have problems casting your vote electronically, contact hwitt@uga.edu. Subject header: SAEA Elections-Vote casting problem.

Do you have suggestions for future officers? Please submit them electronically or contact an Executive Committee member.

(For your vote to count you must be a member in good standing as of September 30, 2010.)

WELCOME from SAAS

The 2011 Annual Meeting will be held in Corpus Christi, Texas. Two Omni Hotels* within walking distance will be the sites for lodging, The hotels along with the AmericanBank Center will be the sites for meetings.

*Note: As of now, all Agricultural Economics sessions will be in Omni Towers

Omni Hotel
Bayfront 900 North Shoreline Blvd.
Corpus Christi, TX 78401
(phone: 361-880-6738)
Omni Hotel Marina Tower
707 N Shoreline Blvd
Corpus Christi, TX 78401
(phone: 361-887-1600)

Rates: $124/night for Single/Double $134/night for Triple/Quad
Group rates will also be effective 3 days prior to and 3 days after the SAAS meeting dates.

Reservations: Call 1-800-843-6664 Group: SAAS All reservations must be guaranteed by major credit card. Cancellation must be made prior to noon on date of arrival.

Reservation Deadline: 5:00 pm CST, Friday, January 21, 2011.

Check in: 3:00 pm Check out: Noon.

Convention Center

The AmericanBank Center
1901 N. Shoreline Blvd.
Corpus Christi, TX

The AmericanBank Center is located approximately .7 miles from the Omni Hotels. If weather permits, the walk along the bay will be pleasant and scenic; if weather is inclement, transportation will be provided to the Center.
RECRUITMENT FAIR REGISTRATION FORM

SAEA ACADEMIC QUIZ BOWL RECRUITMENT FAIR
Sunday and Monday, February 6th and 7th, 8am to 4pm

School/Agency/Business: _____________________________________________________

College/Department/Division: _____________________________________________________

Contact Person: _______________________________________________________________

Phone Number: __________________________ Fax Number: ___________________________

E-mail: _______________________________________________

Department Head/Chair:

Phone Number: __________________________ Fax Number: ___________________________

E-mail: _______________________________________________

Graduate Program Coordinator or HR Director (if different from Contact Person):

Name: ___________________________________ Phone Number: _______________________

Fax Number: ______________________________ E-Mail:______________________________

Fee for registering & participating in the Recruiting Fair is $100.00.

Please make checks payable to: SAEA or go to www.saea.org and pay by credit card. If paying by card, please also send this form by mail.

Mail to the address listed below.

Note: The registration fee will be used to help defer the costs of providing refreshments during the recruitment fair. Our intention is to place all refreshments at the back of the room, forcing students to walk past your displays in order to access them.

Please Return this form and payment by January 21, 2011 to:

Jeffrey Jordan, Treasurer, SAEA
Dept. of Agric. & Applied Economics
1109 Experiment Street, University of Georgia
Griffin, GA 30223-1797
Tel: (770) 228-7231 x.106 FAX: (770) 228-7208 E-mail: jjordan@uga.edu
Southern Agricultural Economics Association
2010 Membership Renewal/Application

___________ New Member ___________  Update my address

Membership is based on January through December calendar year. Journal subscriptions begin with the next issue after payment is received and end with the calendar year. No purchase orders or phone orders accepted.

NAME:_________________________________________________________________________________________

(Last) (First) (Initial)

Agency/Company/University:_______________________________________________________________________

Department:______________________________________________________________________________________

Mailing Address:__________________________________________________________________________________

City:_________________ State/Province:_____________________  Zip: ____________  Country:________________

Email:______________________________________________________________  Phone:______________________

SAEA Membership Category (check one):

LIFETIME MEMBERSHIP (Based on age on or before January 1 of year applying): Full benefits and voting rights open to those who are at least 55 years old.

________ 55-59 years of age = $275  ________ 65-69 years of age = $195

________ 60-65 years of age = $225 ________ 70+ years of age = $150

UNITED STATES

________ $30  __________ $10 - Special Student Rate

Tax deductible donation to support SAEA student activities $________

INTERNATIONAL (all other countries)

________ $35

Payment may be made online using Discover, MasterCard or Visa at www.saea.org then click on ‘payment’ and follow instructions (if paid online, do not send this form by mail)

OR

Make check payable in $US to Southern Agricultural Economics Association and mail with this form to the address below

Jeffrey Jordan, Treasurer, SAEA
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University of Georgia, Griffin Campus
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